

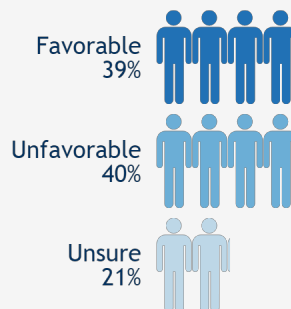
co/efficient

New York State 2022 Democrat Primary for Governor

Image, Ballot, and Message Testing
August 16th, 2021



What is your opinion of Andrew Cuomo?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	42%	35%
Unfavorable	38%	43%
Unsure	20%	21%

By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	39%	37%	51%
Unfavorable	38%	43%	34%
Unsure	23%	20%	15%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	24%	20%	47%	52%	44%
Unfavorable	53%	59%	44%	28%	32%
Unsure	23%	20%	10%	20%	24%

By Education

Column %	HS	College	Grad+
Favorable	44%	39%	29%
Unfavorable	34%	44%	48%
Unsure	22%	17%	24%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Favorable	41%	32%	31%	33%	33%
Unfavorable	38%	59%	39%	49%	41%
Unsure	21%	9%	30%	18%	26%

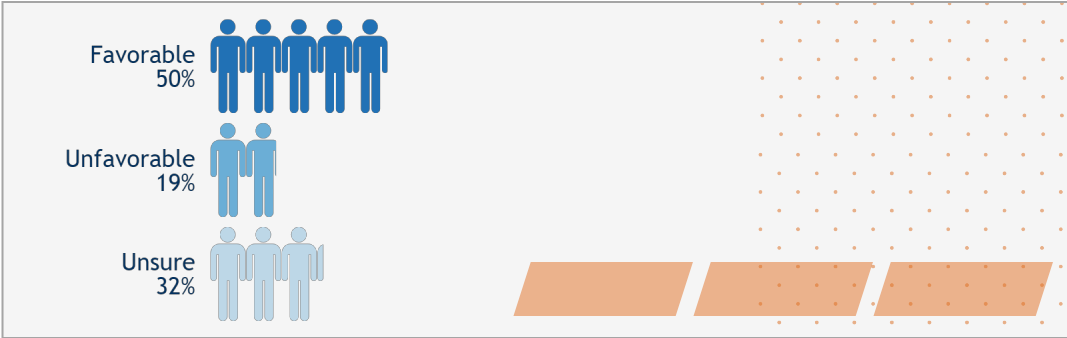
By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	37%	35%	36%	42%	50%
Unfavorable	37%	48%	45%	36%	37%
Unsure	26%	17%	18%	22%	13%

By Method

Column %	Cell	IVR
Favorable	38%	42%
Unfavorable	48%	28%
Unsure	14%	30%

What is your opinion of Alexandria Ocasio-Cortez?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	43%	61%
Unfavorable	19%	18%
Unsure	38%	21%

By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	36%	66%	33%
Unfavorable	31%	6%	23%
Unsure	33%	27%	44%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	65%	63%	37%	53%	41%
Unfavorable	5%	7%	36%	21%	21%
Unsure	30%	30%	27%	27%	38%

By Education

Column %	HS	College	Grad+
Favorable	43%	58%	53%
Unfavorable	16%	20%	23%
Unsure	41%	22%	23%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Favorable	49%	61%	36%	51%	58%
Unfavorable	19%	14%	10%	22%	16%
Unsure	32%	25%	54%	27%	26%

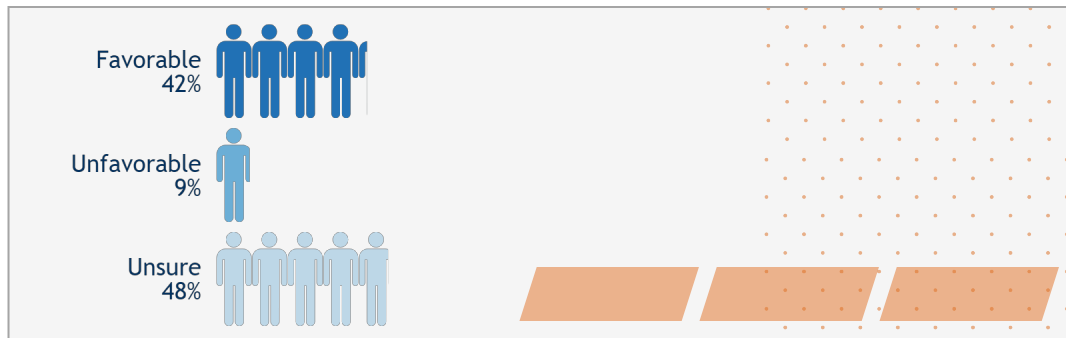
By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	56%	54%	37%	56%	30%
Unfavorable	15%	25%	23%	13%	32%
Unsure	29%	20%	40%	32%	38%

By Method

Column %	Cell	IVR
Favorable	56%	41%
Unfavorable	17%	21%
Unsure	27%	38%

What is your opinion of Kathy Hochul?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	37%	51%
Unfavorable	10%	9%
Unsure	53%	41%

By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	43%	45%	31%
Unfavorable	14%	5%	11%
Unsure	44%	50%	58%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	55%	38%	51%	32%	41%
Unfavorable	13%	10%	13%	5%	9%
Unsure	32%	53%	36%	62%	51%

By Education

Column %	HS	College	Grad+
Favorable	46%	37%	40%
Unfavorable	10%	9%	9%
Unsure	44%	54%	51%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Favorable	39%	63%	43%	43%	58%
Unfavorable	10%	3%	11%	7%	7%
Unsure	51%	34%	46%	50%	35%

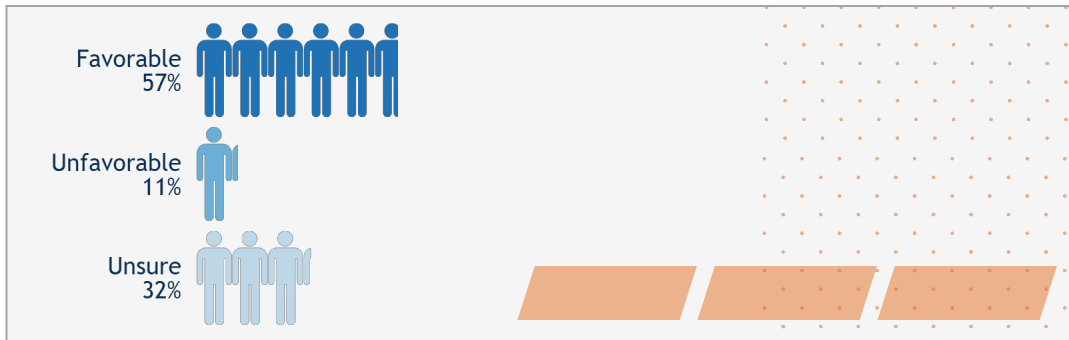
By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	37%	55%	36%	45%	30%
Unfavorable	4%	11%	17%	7%	13%
Unsure	59%	34%	47%	48%	57%

By Method

Column %	Cell	IVR
Favorable	41%	43%
Unfavorable	8%	12%
Unsure	50%	45%

What is your opinion of Letitia James?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	54%	61%
Unfavorable	12%	11%
Unsure	34%	29%

By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	53%	60%	52%
Unfavorable	15%	6%	19%
Unsure	31%	33%	29%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	62%	71%	51%	58%	49%
Unfavorable	2%	6%	25%	11%	13%
Unsure	36%	23%	23%	31%	38%

By Education

Column %	HS	College	Grad+
Favorable	52%	63%	57%
Unfavorable	9%	14%	15%
Unsure	39%	24%	28%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Favorable	58%	41%	43%	76%	48%
Unfavorable	12%	11%	15%	2%	8%
Unsure	30%	48%	42%	23%	44%

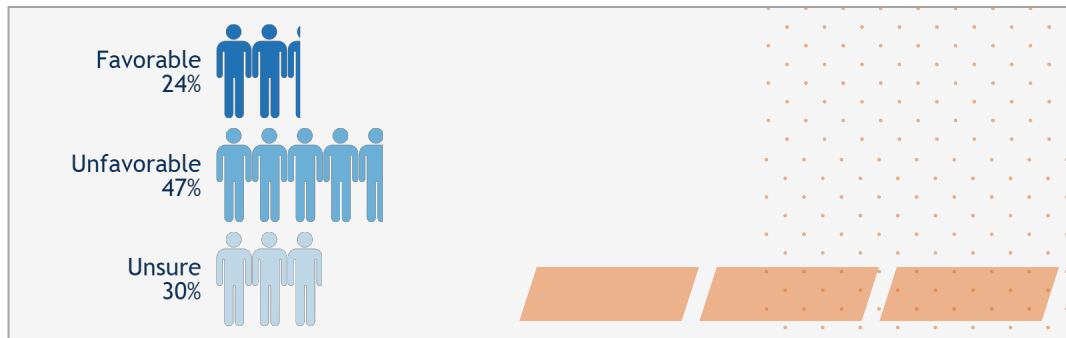
By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	67%	55%	54%	57%	40%
Unfavorable	8%	7%	14%	13%	15%
Unsure	24%	39%	32%	31%	45%

By Method

Column %	Cell	IVR
Favorable	62%	48%
Unfavorable	11%	12%
Unsure	27%	40%

What is your opinion of Bill DeBlasio?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	21%	27%
Unfavorable	47%	47%
Unsure	32%	26%

By Ideology

Column %	Moderate	Liberal	Conserv.
Favorable	18%	29%	23%
Unfavorable	46%	45%	55%
Unsure	36%	26%	22%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	31%	18%	13%	19%	29%
Unfavorable	42%	61%	62%	41%	40%
Unsure	26%	21%	25%	40%	31%

By Education

Column %	HS	College	Grad+
Favorable	28%	20%	17%
Unfavorable	37%	54%	59%
Unsure	35%	26%	24%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Favorable	24%	13%	38%	27%	13%
Unfavorable	50%	28%	27%	56%	39%
Unsure	26%	60%	35%	17%	49%

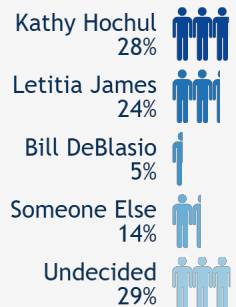
By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	26%	22%	21%	26%	14%
Unfavorable	40%	46%	48%	48%	56%
Unsure	34%	32%	31%	26%	29%

By Method

Column %	Cell	IVR
Favorable	23%	24%
Unfavorable	50%	43%
Unsure	28%	33%

If the Democratic Primary Election for Governor were held today, who would you vote for?



Critical Crosstabs:

By Gender

Column %	Female	Male
Kathy Hochul	23%	36%
Letitia James	25%	22%
Bill DeBlasio	7%	2%
Someone Else	13%	15%
Undecided	32%	25%

By Ideology

Column %	Moderate	Liberal	Conserv.
Kathy Hochul	35%	24%	20%
Letitia James	18%	26%	37%
Bill DeBlasio	4%	6%	5%
Someone Else	17%	11%	16%
Undecided	25%	34%	23%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Kathy Hochul	30%	15%	39%	30%	28%
Letitia James	8%	38%	22%	30%	22%
Bill DeBlasio	13%	2%	3%	1%	6%
Someone Else	5%	18%	15%	9%	19%
Undecided	44%	28%	21%	29%	25%

By Education

Column %	HS	College	Grad+
Kathy Hochul	33%	22%	26%
Letitia James	21%	28%	25%
Bill DeBlasio	7%	3%	3%
Someone Else	11%	17%	16%
Undecided	28%	30%	31%

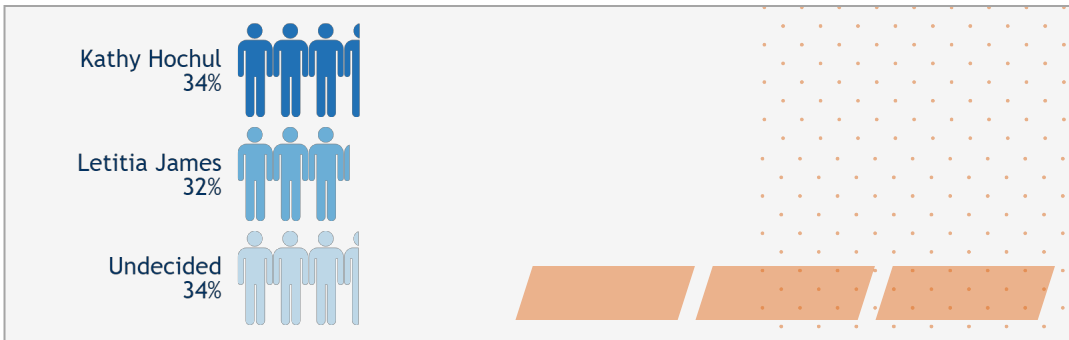
By Last 4 Primaries

Column %	4	3	2	1	0
Kathy Hochul	17%	31%	26%	33%	31%
Letitia James	33%	17%	23%	25%	12%
Bill DeBlasio	7%	4%	2%	6%	5%
Someone Else	16%	14%	11%	13%	21%
Undecided	27%	34%	38%	23%	31%

By Method

Column %	Cell	IVR
Kathy Hochul	25%	33%
Letitia James	28%	17%
Bill DeBlasio	5%	5%
Someone Else	12%	18%
Undecided	30%	27%

If the Democratic Primary Election for Governor were held today, between these two candidates, who would you vote for?



Critical Crosstabs:

By Gender

Column %	Female	Male
Kathy Hochul	32%	39%
Letitia James	32%	31%
Undecided	37%	30%

By Ideology

Column %	Moderate	Liberal	Conserv.
Kathy Hochul	41%	30%	27%
Letitia James	27%	34%	35%
Undecided	31%	36%	38%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Kathy Hochul	39%	19%	45%	37%	33%
Letitia James	26%	49%	25%	32%	29%
Undecided	35%	32%	30%	31%	38%

By Education

Column %	HS	College	Grad+
Kathy Hochul	38%	28%	34%
Letitia James	29%	37%	30%
Undecided	33%	34%	36%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Kathy Hochul	31%	55%	43%	28%	52%
Letitia James	33%	22%	14%	52%	21%
Undecided	36%	23%	43%	20%	27%

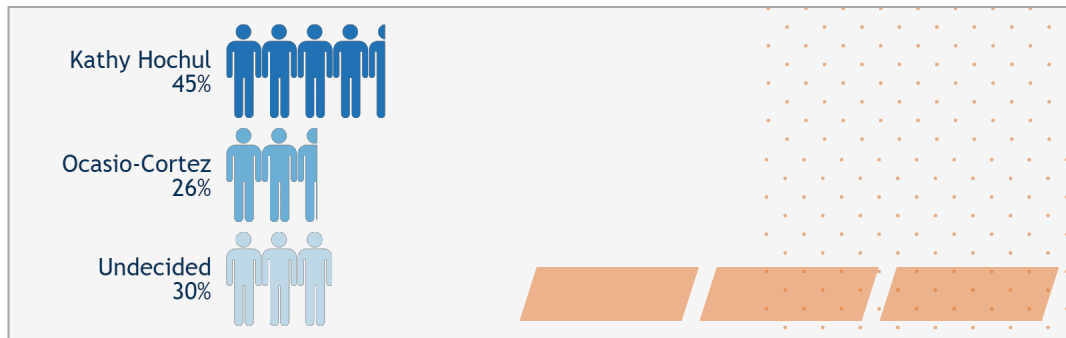
By Last 4 Primaries

Column %	4	3	2	1	0
Kathy Hochul	20%	33%	36%	40%	40%
Letitia James	34%	28%	35%	33%	17%
Undecided	45%	39%	29%	28%	43%

By Method

Column %	Cell	IVR
Kathy Hochul	33%	37%
Letitia James	37%	23%
Undecided	30%	40%

If the Democratic Primary Election for Governor were held today, between these two candidates, who would you vote for?



Critical Crosstabs:

By Gender

Column %	Female	Male
Kathy Hochul	45%	44%
Ocasio-Cortez	19%	35%
Undecided	36%	20%

By Ideology

Column %	Moderate	Liberal	Conserv.
Kathy Hochul	52%	39%	43%
Ocasio-Cortez	18%	33%	23%
Undecided	30%	28%	33%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Kathy Hochul	32%	38%	58%	46%	47%
Ocasio-Cortez	39%	32%	19%	27%	19%
Undecided	29%	30%	23%	28%	34%

By Education

Column %	HS	College	Grad+
Kathy Hochul	43%	43%	52%
Ocasio-Cortez	25%	27%	23%
Undecided	32%	30%	25%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Kathy Hochul	41%	62%	68%	56%	50%
Ocasio-Cortez	26%	30%	7%	15%	32%
Undecided	33%	8%	26%	29%	18%

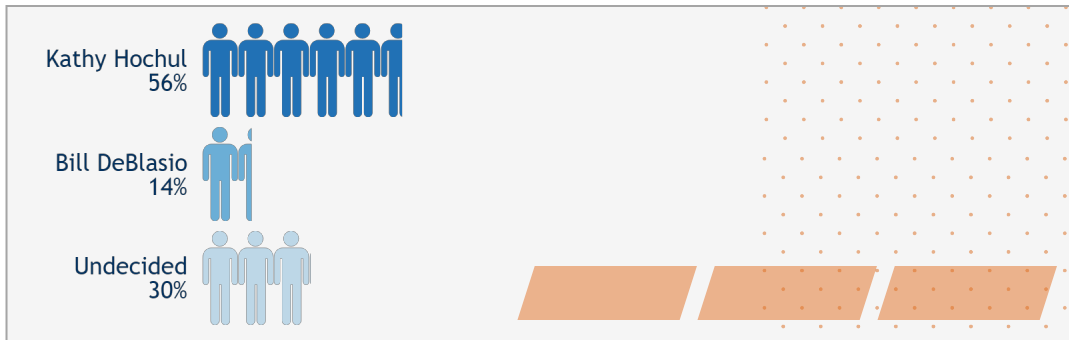
By Last 4 Primaries

Column %	4	3	2	1	0
Kathy Hochul	39%	46%	51%	44%	45%
Ocasio-Cortez	20%	36%	17%	29%	18%
Undecided	41%	18%	32%	27%	37%

By Method

Column %	Cell	IVR
Kathy Hochul	42%	49%
Ocasio-Cortez	31%	17%
Undecided	27%	34%

If the Democratic Primary Election for Governor were held today, between these two candidates, who would you vote for?



Critical Crosstabs:

By Gender

Column %	Female	Male
Kathy Hochul	50%	66%
Bill DeBlasio	15%	11%
Undecided	35%	23%

By Ideology

Column %	Moderate	Liberal	Conserv.
Kathy Hochul	55%	59%	45%
Bill DeBlasio	14%	14%	9%
Undecided	30%	27%	45%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Kathy Hochul	59%	55%	69%	57%	49%
Bill DeBlasio	25%	9%	8%	15%	12%
Undecided	17%	35%	23%	28%	39%

By Education

Column %	HS	College	Grad+
Kathy Hochul	52%	58%	64%
Bill DeBlasio	19%	10%	7%
Undecided	29%	32%	29%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Kathy Hochul	52%	72%	54%	79%	72%
Bill DeBlasio	15%	5%	13%	9%	8%
Undecided	33%	23%	33%	11%	20%

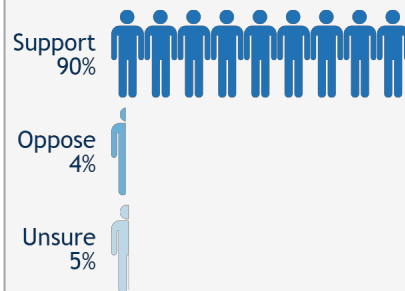
By Last 4 Primaries

Column %	4	3	2	1	0
Kathy Hochul	46%	65%	57%	57%	53%
Bill DeBlasio	19%	7%	14%	15%	6%
Undecided	35%	29%	29%	28%	41%

By Method

Column %	Cell	IVR
Kathy Hochul	60%	50%
Bill DeBlasio	16%	10%
Undecided	24%	40%

Do you support or oppose requiring children to wear masks in schools?



Critical Crosstabs:

By Gender

Column %	Female	Male
Support	92%	87%
Oppose	3%	6%
Unsure	4%	7%

By Ideology

Column %	Moderate	Liberal	Conserv.
Support	86%	96%	83%
Oppose	7%	1%	8%
Unsure	7%	3%	9%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	93%	91%	87%	90%	90%
Oppose	1%	6%	8%	6%	3%
Unsure	6%	3%	5%	4%	7%

By Education

Column %	HS	College	Grad+
Support	92%	89%	89%
Oppose	1%	7%	8%
Unsure	7%	4%	3%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Support	91%	89%	80%	84%	91%
Oppose	4%	8%	7%	4%	2%
Unsure	5%	3%	13%	12%	8%

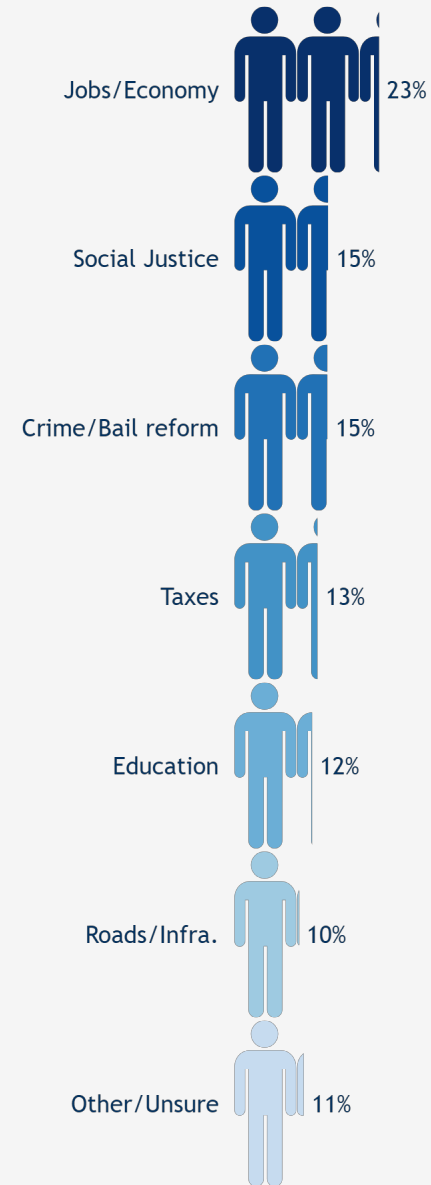
By Last 4 Primaries

Column %	4	3	2	1	0
Support	93%	92%	88%	91%	80%
Oppose	3%	1%	7%	4%	8%
Unsure	3%	7%	5%	5%	12%

By Method

Column %	Cell	IVR
Support	92%	87%
Oppose	5%	3%
Unsure	2%	10%

Of the following, which is the most important issue facing New York State today?



Critical Crosstabs:

By Gender

Column %	Female	Male
Jobs/Economy	22%	26%
Social Justice	15%	14%
Crime/Bail reform	15%	15%
Taxes	12%	15%
Education	13%	11%
Roads/Infra.	11%	10%
Other/Unsure	12%	10%

By Ideology

Column %	Moderate	Liberal	Conserv.
Jobs/Economy	25%	21%	23%
Social Justice	9%	24%	8%
Crime/Bail reform	18%	9%	24%
Taxes	16%	10%	13%
Education	12%	13%	11%
Roads/Infra.	12%	9%	9%
Other/Unsure	9%	13%	12%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Jobs/Economy	23%	25%	22%	22%	23%
Social Justice	19%	25%	11%	12%	14%
Crime/Bail reform	18%	13%	21%	17%	13%
Taxes	15%	7%	19%	18%	11%
Education	9%	7%	10%	9%	16%
Roads/Infra.	5%	10%	8%	8%	12%
Other/Unsure	11%	14%	8%	14%	10%

By Education

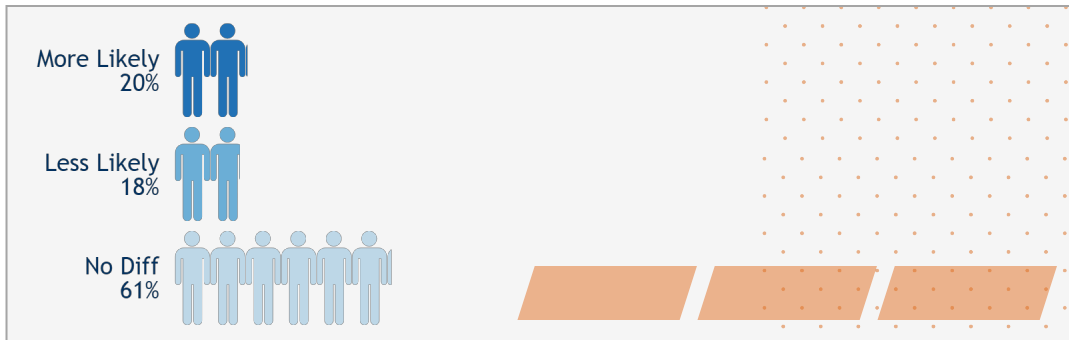
Column %	HS	College	Grad+
Jobs/Economy	19%	24%	24%
Social Justice	10%	12%	20%
Crime/Bail reform	18%	18%	11%
Taxes	20%	13%	11%
Education	10%	11%	14%
Roads/Infra.	15%	10%	8%
Other/Unsure	8%	12%	12%

By DMA

Column %	NY	Buff	Roch	Alb	Other
Jobs/Economy	22%	26%	21%	33%	18%
Social Justice	17%	11%	14%	14%	12%
Crime/Bail reform	19%	9%	6%	9%	8%
Taxes	14%	16%	8%	8%	14%
Education	10%	14%	26%	16%	14%
Roads/Infra.	9%	8%	12%	8%	21%
Other/Unsure	10%	16%	14%	13%	12%

Kathy Hochul was Andrew Cuomo's hand picked Lt. Governor and stood by him for the past 7 years defending him through numerous scandals. Does that make you more or less likely to vote for her for

Governor?



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	17%	25%
Less Likely	20%	16%
No Diff	63%	58%

By Ideology

Column %	Moderate	Liberal	Conserv.
More Likely	25%	14%	28%
Less Likely	20%	15%	29%
No Diff	55%	71%	43%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	11%	11%	19%	18%	31%
Less Likely	27%	23%	24%	15%	12%
No Diff	62%	67%	57%	67%	57%

By Education

Column %	HS	College	Grad+
More Likely	25%	16%	17%
Less Likely	14%	26%	18%
No Diff	62%	57%	65%

By DMA

Column %	NY	Buff	Roch	Alb	Other
More Likely	20%	27%	32%	17%	20%
Less Likely	19%	24%	15%	21%	11%
No Diff	62%	49%	53%	62%	69%

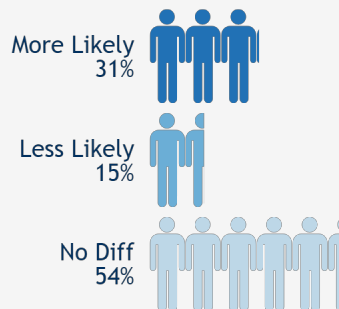
By Last 4 Primaries

Column %	4	3	2	1	0
More Likely	17%	23%	20%	21%	21%
Less Likely	14%	15%	27%	19%	8%
No Diff	69%	62%	53%	60%	70%

By Method

Column %	Cell	IVR
More Likely	12%	33%
Less Likely	23%	12%
No Diff	65%	56%

Attorney General Letitia James led the investigation that ultimately forced Gov. Cuomo to resign. Does that make you more or less likely to vote for her for Governor?



Critical Crosstabs:

By Gender

Column %	Female	Male
More Likely	29%	33%
Less Likely	16%	14%
No Diff	55%	53%

By Ideology

Column %	Moderate	Liberal	Conserv.
More Likely	19%	38%	42%
Less Likely	19%	10%	22%
No Diff	61%	52%	36%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More Likely	47%	47%	27%	23%	22%
Less Likely	6%	3%	19%	20%	21%
No Diff	47%	50%	54%	58%	57%

By Education

Column %	HS	College	Grad+
More Likely	30%	34%	27%
Less Likely	14%	16%	17%
No Diff	55%	51%	56%

By DMA

Column %	NY	Buff	Roch	Alb	Other
More Likely	31%	33%	17%	29%	28%
Less Likely	14%	23%	37%	12%	10%
No Diff	55%	44%	45%	59%	61%

By Last 4 Primaries

Column %	4	3	2	1	0
More Likely	26%	40%	29%	33%	13%
Less Likely	14%	19%	13%	13%	30%
No Diff	60%	41%	57%	54%	57%

By Method

Column %	Cell	IVR
More Likely	37%	22%
Less Likely	11%	22%
No Diff	53%	56%

Methodology and Demographics

Fielded On: August 15-16

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Method: Mobile Text Response and Automated Landline Interviews

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Population & Sample Description:

814 Likely Democratic Primary Voters

-

MoE: +/- 3.43%

-

Weighting: Age, Gender, Education Level, DMA, and Method

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For information, contact:

Ryan Munce

President

co/efficient

ryan@coefficient.org

Age

	%
18-34	16%
35-44	15%
45-54	14%
55-64	20%
65+	35%

Gender

	%
Female	61%
Male	39%

Education Level

	%
HS	49%
College	30%
Grad+	21%

DMA

	%
NY	77%
Buff	7%
Roch	4%
Alb	5%
Other	7%

Ideology

	%
Moderate	41%
Liberal	47%
Conserv.	12%

Last 4 Primaries

	%
4	18%
3	16%
2	20%
1	39%
0	7%

Method

	%
Cell	60%
IVR	40%

